

Nicholas Eng Jun Hao

January 2021

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EDUCATION

Ph.D. Mass Communications, Pennsylvania State University (August 2019 – Present)

M.S. Communication, North Carolina State University (August 2017 – May 2019)

GPA: 4.0/4.0

Courses Taken: Quantitative Research Methods, Qualitative Research Methods, Statistics for the Behavioral Sciences, Human Communication Theory, Teaching College Communication, Risk Communication, Communication Campaigns, Communication and Social Change, Organizational Communication, and Climate Change Communication.

Thesis: "Attracting young talent into the workforce: Does framing corporate social responsibility in job ads still work?" Advisor: Dr. David Berube; Committee Members: Dr. Nicole Lee & Dr. Elizabeth Craig

Bachelor of Communication Studies (1st Class Honors), Nanyang Technological University, Singapore (August 2013 – May 2017)

GPA: 4.5/5.0

Major: Broadcast and Cinema Studies

RESEARCH

Research Interests: Strategic communication, in Science, Health, Environmental and Risk contexts

Graduate Assistantship with the Donald P. Bellisario College of Communications (August 2019 – Present).

Graduate Assistant for Assessment, Research Triangle Nanotechnology Network, Duke, UNC-Chapel Hill & NCSU (December 2018 to May 2019).

Funded NSF Nanotechnology Coordinating Infrastructure

- Collecting and concatenating data for 4-year annual report and for renewal through 2025.

PUBLICATIONS

Eng, N. (2020). Impression management after image-threatening events: A case study of JUUL's online messaging. *Journal of Public Interest Communication*, 4(2), 32-50.
<https://doi.org/10.32473/jpic.v4.i2.p32>

Berube, D. M., Bogomoletc, E., **Eng, N.**, Jones, J. L., & Jokerst, N. (2020). Social science and infrastructure networks and the human–technology interface. *Journal of Nanoparticle Research*, 22, 296. <https://doi.org/10.1007/s11051-020-05022-2>

Tandoc, E. C., Jr., & **Eng, N.** (2017). Climate change communication on Facebook, Twitter, Sina Weibo, and other social media platforms. In *Oxford Research Encyclopedia of Climate Science*. <https://doi.org/10.1093/acrefore/9780190228620.013.361>

MANUSCRIPTS UNDER REVIEW

Eng, N. (Under review). *Why do people avoid COVID-19 news, and what can be done? Exploring the interplay between psychological processes, affective responses, political identity, and news avoidance*. Manuscript submitted for publication.

Eng, N., Chen, J., Freeman, J., & Dirusso, C. (Revise & resubmit). *Testing the effects of carbon footprint calculator messaging on climate action: An emotion-as-frames approach*. Manuscript submitted for publication.

Skurka, C., **Eng, N.**, & Oliver, M. B. (Under review). *On the boundaries and mechanisms of awe and humor appeals for pro-environmental engagement*. Manuscript submitted for publication.

Skurka, C., Weldon, C., & **Eng, N.** (Under review). *Targeted truth: An experiment testing the efficacy of counterindustry tobacco advertisements targeted to Black and sexual and gender minority individuals*. Manuscript submitted for publication.

Madden, S., & **Eng, N.** (Under review). *From managing emotion to trauma-informed management: A new direction in crisis communication*. Manuscript submitted for publication.

CONFERENCE PRESENTATIONS

Eng, N., Sun, Y., & Myrick, J. (May, 2021). *Who is your fitspiration? An exploration of strong and weak ties with emotions and exercise intentions*. Manuscript to be presented to the Health Communication Division at the 71st Annual International Communication Association Meeting. (Virtual Conference).

Skurka, C., Oliver, M., & **Eng, N.** (May, 2021). *On the boundaries and mechanisms of awe and humor appeals for pro-environmental engagement*. Manuscript to be presented to the Environmental Communication Division at the 71st Annual International Communication Association Meeting. (Virtual Conference).

DiRusso, C., Buckley, C., Didi, P., Dardis, F., Vafeiadis, M., **Eng, N.** (May, 2021). *Designing effective corporate social advocacy campaigns using issue salience, emotional intensity, and emotional valence*. Manuscript to be presented to the Public Relations Division at the 71st Annual International Communication Association Meeting. (Virtual Conference).

Weldon, C., Skurka, C., & **Eng, N.** (February, 2021). *Community connectedness and anti-tobacco industry beliefs among African American and LGBTQ young adults*. Poster to be presented to the Public

Health: Behavioral Science Division at the Society for Research on Nicotine and Tobacco 2021 Annual Meeting. (Virtual Conference).

Skurka, C., Weldon, C., & **Eng, N.** (February, 2021). *Are targeted counterindustry tobacco advertisements perceived as more effective by vulnerable groups than non-targeted advertisements? An experiment with Black and LGBTQ young adults in the United States.* Poster to be presented to the Public Health: Communications/Media Messaging Division at the Society for Research on Nicotine and Tobacco 2021 Annual Meeting. (Virtual Conference).

Eng, N. & Peng, R. X. (August, 6, 2020). *A comparison of pro- and anti-vaping groups' use of the dialogic communication potential of social media.* Manuscript presented to the Communicating Science, Health, Environment and Risk Division at the 103rd Annual Association for Education in Journalism and Mass Communication Conference. (Virtual Conference)

Eng, N., Chen, J., Freeman, J., & Dirusso, C. (August, 8, 2020). *Testing the efficacy of carbon footprint calculator messaging on climate action: An emotions-as-frames approach.* Poster presented to the Communicating Science, Health, Environment and Risk Division at the 103rd Annual Association for Education in Journalism and Mass Communication Conference. (Virtual Conference)
*** Top Student Paper Award (Lori Eason Award for Graduate Student Research)**

Malizia, D. A., Jameson, J. K. Halberstadt, A., **Eng, N.** (April, 25, 2020). *The impact of law school mediation training on law student mental health and well-being.* Manuscript to be presented at 22nd American Bar Association Dispute Resolution Spring Conference. New Orleans, Louisiana, USA. (Conference Canceled)

Eng, N. (March, 5, 2020). *Impression management after image-threatening events: A case study of JUUL's online messaging.* Manuscript presented at 23rd International Public Relations Research Conference. Orlando, Florida, USA.

Bogomoletc, E., **Eng, N.** & Berube, D. (December 11, 2019). *Assessing the effectiveness of collaborative projects at R1 universities: A mixed-methods approach.* Manuscript presented at Society for Risk Analysis. Arlington, Virginia, USA.

Eng, N. (November 14, 2019). *Attracting young talent into the workforce: Does framing corporate social responsibility in job ads still work?* Manuscript presented to the Association for Business Communication Division at the at the 105th Annual Convention of the National Communication Association. Baltimore, Maryland, USA.
*** Top Paper Award**

Eng, N. (March 28, 2019). *Reactance towards Truth: An analysis of social media commentary on an e-cigarette campaign.* Poster presented at the Communication, Rhetoric, and Digital Media Symposium. Raleigh, North Carolina, USA.

Eng, N. (March 20, 2019). *Attracting young talent into the workforce: Does framing corporate social responsibility in job ads still work?* Poster presented at the 14th Annual NC State University Graduate Student Research Symposium. Raleigh, North Carolina, USA.

Cummings, C. L., & **Eng, N.** (December 5, 2018). *What prompts people to believe that vaccines cause disease? A cross-cultural comparison of how people misperceive vaccinations.* Manuscript presented at Society for Risk Analysis. New Orleans, Louisiana, USA.

Kong, S., & Eng, N. (December 3, 2018). *Flu vs. Influenza: Do Different Terms Contribute to Disease Perception?* Poster presented at Society for Risk Analysis. New Orleans, Louisiana, USA.

GRANTS

NSF National Nanotechnology NSF NINCI Research Triangle Nanotechnology Network. GRA in Assessment. \$5,500,000 over 5 years. Funded.

TEACHING

North Carolina State University

COM 110: Introduction to Public Speaking, Instructor of Record

- 2 sections for Fall 2018

COM 457: Media and the Family, Teaching Assistant

COM 240: Communication Inquiry, Teaching Assistant

Pennsylvania State University

COM 310: Digital Media Metrics, Instructor of Record

- 3 sections for Fall 2020

COM 420: Research Methods in Advertising and Public Relations, Instructor of Record

- 1 section for Spring 2021

WORK EXPERIENCE

Tabula Rasa, Singapore – Marketing and Communications Lead (June 2019 to August 2019)

Created social media strategy for 2019 and 2020, including a content calendar, evaluation SOP, and evaluation guide. Also completed a Q1 and Q2 social media evaluation report.

GA Circular, Singapore – Communications Lead (August 2016 to December 2017)

In charge of all social media platforms, while writing articles for thought leadership on both website and LinkedIn. Worked on business development to research potential clients.

Havas Worldwide, Shanghai – Planning Intern (March 2016 to July 2016)

Research for clients such as Dove, Ocean Spray, General Tire and Jacob's Creek on trends and competitor analysis, while doing social listening for brand penetration into China.

Gone Adventurin', Singapore – Intern (May 2015 – August 2015)

Worked on the Singapore Environment Story, in conjunction with the National Environment Agency, under the Ministry of the Environment and Water Resources.

Aesthetic Medical Partners Pte. Ltd., Singapore – Operations Executive (April 2013 – June 2013 / November 2013 -January 2014 / May 2014 – August 2014)

Conducted weekly clinic audits, created sales reports for Board of Directors, coordinated manpower allocation and conducted interviews for employment.

Ying Communications – Marketing Communications Intern (February 2013 – March 2013)

Created Email newsletters, microsites, sales kits and media trainings for clients such as EMC, Singtel and Starhub.

Colour Symphony Pte. Ltd. – Writer (Jan 2011 – March 2011)

Wrote reviews and informative articles for two trade magazines – BeautyCosmedica & H4Y4M

SERVICE

Member of the Donald P. Bellisario College of Communications Academic Integrity Committee (2020 – Present)

Member of Graduate Student Committee for the comSHER division at AEJMC (2020 – Present)

President of the Donald P. Bellisario College of Communications Graduate Students in Communication (GSIC) (2020 – Present)

Member of National Communication Association (2019 – Present)

Member of Society for Risk Analysis (2018 – Present)

Member of NC State Communication Graduate Student Association (2017-2019)

Represented Department of Communication for Poster Presentation of Community-Engaged Scholarship to Chancellor of NC State University (2018)

Campaign Strategist for North Carolina State Highway Patrol (2018)

Campaign Strategist for Healthcare Organization: Te Taiwhenua o Heretaunga in New Zealand (2016)

Produced video content for Non-governmental organization: HandsOn Shanghai in China (2016)

Campaign Strategist for Non-governmental organization: The Honey Comb Project in Chicago (2015)

Produced marketing collaterals for Non-governmental organization: The Learning Farm in Indonesia (2015)

Social Secretary of Wee Kim Wee School of Communication and Information Club (2014-2015)

AWARDS

Wayne State University Summer Doctoral Seminar (2020)

- Competitively-selected for fully-funded program on health, risk, and crisis communication

Penn State College of Communications Travel Award, \$500 (2019)

Penn State College of Communications First-Year Scholarship, \$2000 (2019)

Penn State Graduate Assistantship (2019 – Present)

Member of the Honor Society of Phi Kappa Phi (2019 – 2020)

Golden Key International Honor Society Invitee (2018)

NC State Graduate Teaching Assistantship (2017-2019)

- Selected for competitive assistantship which includes a tuition grant, health insurance coverage and a monthly stipend.

WeR1 Scholarship, \$3,000 (2016)

Nanyang Technological University Research Scholar (2016)

TF-LEaRN Scholarship, \$7,000 (2016)

Ngee Ann Kongsi University Scholarship, \$10,000 (2015)

CERTIFICATIONS

Penn State World Campus Graduate Student Online Teaching Certificate (Fall, 2019)